

REMARKS

By way of the present Amendment, Applicants hereby cancel claims 1 and 2.

Applicants hereby further present new claims 3 through 40. Accordingly, the Examiner's rejection of claims 1 and 2 is rendered moot. Applicants assert that new claims 3 through 40 are allowable over the prior art of record and respectfully request allowance regarding the same. By way of the present Amendment, Applicants hereby further amend the specification to cross-reference the parent application of the present application.

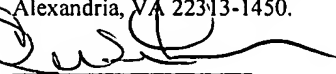
Applicants respectfully traverse the Examiner's assertion that the title of the present application is not aptly descriptive of the invention as claimed. The present claims are directed towards systems, methods and computer program products for presenting an application, as indicated by the present title of the application. If the Examiner maintains the objection to the title of the application, Applicants respectfully request additional clarification with regard to reasons as to why the present title is insufficiently descriptive of the invention as claimed.

For these reasons, Applicants respectfully request that the Examiner withdraw the rejections as they might be applied to the claims as pending following entry of this Amendment and allow the claims. To expedite prosecution of this application to allowance, the Examiner is invited to call the applicants' undersigned representative to discuss any issues relating to this application.

Dated: October 23, 2006

Customer No. 61834

I hereby certify that the correspondence attached herewith is being deposited this date with the U.S. Postal Service as First Class Mail with sufficient postage addressed to Mail Stop: Amendment, Commissioner for Patents, Box 1450, Alexandria, VA 22313-1450.


Susan Formicola

10/23/2006
Date

Respectfully submitted,



Seth H. Ostrow
Reg. No. 37,410
DREIER LLP
499 Park Ave.
New York, New York 10022
Tel : (212) 328-6100
Fax: (212) 328-6101